Journalism Quarterly

Index for Volume 43, 1966

PUBLISHED AS A SUPPLEMENT TO THE CUMULATIVE INDEX, VOLUMES 1-40, 1924-63

Subject Index

ADVERTISING

Political

How Effective Is the Protest Advertisement? (J. David Colfax), 43:697-702

Local Government Referenda and Paid Advertising (Gene Rebcook), 43:505-9

AGRICULTURAL JOURNALISM

Agricultural News in Illinois Daily Newspapers (James F. Evans), 43:124-6

ASSOCIATIONS

AEJ-AASDJ-ASJSA

Convention News, 43:612; 822

Financial Reports, 43:196-8

Official Minutes (Elmer F. Beth), 43:182-95

General

International Affairs and the American Newspaper Guild (Sam Kuczun), 43:655-64

AUDIENCE ANALYSIS

General

An Empirical Test of the Role of Pertinence in Attitude Change (Ivan L. Preston), 43:239-46 (see also 43:622, 832)

Media Use and Believability: Some Multiple Correlates (Bradley S. Greenberg), 43:665-70

Personality Determinants of Mass Media Preferences (Philip Anast), 43:729-32

A Study of Occupational Advice for Women in Magazines (Peter Clarke and Virginia Esposito), 43:477-85

Newspapers, U.S.

Which Readers Are Reached if a Paper Expands Coverage? (Guido H. Stempel III and Ralph E. Kliesch), 43:335-6

BIBLIOGRAPHIES

Articles on Mass Communications in U.S. and Foreign Journals (Donald M. Gillmor and John C. Merrill, eds.), 43:170-81; 391-403; 599-612; 801-16

BOOKS AND BOOK REVIEWING

Book Reviews (Warren C. Price and Malcolm S. MacLean Jr., eds.), 43:135-65; 348-73; 563-92; 773-96

Other Books and Pamphlets (Eleanor Blum, comp.), 43:166-9; 373-6; 593-8; 796-800

COMMUNICATION THEORY

An Approaeh to the Study of Mass Communications within a State (Lewis Donohew and Robert K. Thorp), 43:264-8

Regularities in the Diffusion of Two Major News Events (Richard W. Budd, Malcolm S. MacLean Jr. and Arthur M. Barnes), 43:221-30

Two Studies of Status Conferral (James B. Lemert), 43:25-33

COMMUNICATOR ANALYSIS

Decision-Making by a Reporter Under Deadline Pressure (David L. Grey), 43:419-28

COMMUNITY MEDIA

Weekly and Country Newspapers

Decline in Weeklies' Numbers Starts from Misleading Peak (John Cameron Sim), 43:121-4

The Public View of the Weekly Newspaper's Leadership Role (Alex S. Edelstein and Joseph J. Contris), 43:17-24

CONTENT ANALYSIS

Newspapers

Agricultural News in Illinois Daily Newspapers (James F. Evans), 43:124-6

Content Analysis of News in Three Argentine Dailies (Paul R. Hoopes), 43:534-7

Front Page News Similarities in A.M. and P.M. Papers (Hanno Hardt and Michael White), 43:552-4

Headline-and-Lead Scanning vs. Whole-Item Reading in Newspaper Content Analysis (Jack B. Haskins), 43:333-5

CRITICISM AND DEFENSE OF MEDIA

Dulles at the Brink: Some Diverse Reactions from 10 Years Ago (Daniel J. Leab), 43:547-50

ECONOMICS

Newspapers, U.S.

The Effects of Competition on One Daily Newspaper's Content (Galen Rarick and Barrie Hartman), 43:459-63

Second Class Postal Rates and Newspapers (Thomas F. Koerner), 43:544-7

EDITING

Decision-Making by Telegraph Editors—AP or UPI? (B. H. Liebes), 43:434-42

Trends in U.S. Newspapers' Wire Service Resources (Richard A. Schwarzlose), 43:627-38

EDITORIALS AND EDITORIAL WRITING

General

Chicago *Tribune* Cartoons During and After the McCormick Era (Robert A. Rothman and Donald W. Olmsted), 43:67-72

Newspapers

The Effects of Competition on One Daily Newspaper's Content (Galen Rarick and Barrie Hartman), 43:459-63

EDUCATION FOR JOURNALISM

Curricula and Training, General

Journalism Education in Small Protestant Colleges (Ruth M. Eshenaur), 43:558-60

Journalism Enrollments for 1966 (F. J. Price), 43:818-21

Curricula and Training, News

Public Affairs Reporting: the Professionals Speak (F. T. Gaumer), 43:130-2

Foreign

Soviet Journalism and the Assimilation of Science (Richard Bayley), 43:733-8

The Training of Journalists in Nigeria (Esuakema Udo Oton), 43:107-9

Graduate and Graduate School

Report on 1965 Graduate Research in Journalism and Communication (Calder M. Pickett, comp.), 43:377-90

High School Journalism

How Principals, Advisers and Editors View the High School Newspaper (Don D. Horine), 43:339-45

Media

Editorial Policies Governing College Dailies (Kenneth S. Devol), 43:345-7

Should the Student Press Be More Serious? (John N. Bornholdt Jr.), 43:560-2

Placement

A Profile of Kent State PR Practitioners (William Taylor), 43:133-4

EFFECT ANALYSIS

The Effects of Bylines on News Story Credibility (William H. McAllister III), 43:331-3

The Effects of Incongruity Between Source and Message Credibility (L. Erwin Atwood), 43:90-4

Effects of Source and Message Credibility on Writing Style (L. Erwin Atwood), 43:464-8

The Newspaper: Molder or Mirror of Community Values? (Lowell Brandner and Joan Sistrunk), 43:497-504

Open- and Closed-Mindedness and Cognitive Conflict (Robert J. Mertz, Gerald R. Miller and Lee Ballance), 43:429-33

The Rationality of Opinions on a Controversy in Conservation (Keith Stamm and John Ross), 43:762-5

Some Effects of Variations in Message Quality (Bradley S. Greenberg and Edward L. Razinsky), 43:486-92

FOREIGN CORRESPONDENTS

Reporting from Africa: A Correspondent's View (Russell Warren Howe), 43:314-8

What the Foreign Correspondent Does for a Newspaper's Readers (John B. Adams), 43:300-4

FOREIGN PRESS

Africa

The Training of Journalists in Nigeria (Esuakema Udo Oton), 43:107-9

Asia and Australia

The Press of the Philippines: Its History and Problems (John A. Lent), 43:739-52

The Problems of the Press in Multilingual Bombay (Edwin Hirschmann), 43:519-24

Canada

Why Canadian Newsmen Leave Their Papers (C. Edward Wilson), 43:769-72

China (Communist)

Movies and Modernization in Communist China (Alan P. L. Liu), 43:319-24

Eastern Europe

The Press System of Yugoslavia: Communism with a Difference (Carter R. Bryan), 43:291-9

Writers and Journalists: A Pressure Group in East European Politics (George Mond and R. Richter), 43:95-106

Great Britain

British and U.S. Newspaper Coverage of the Bolshevik Revolution (Elisabeth Hupp Schillinger), 43:10-16

David Low and the Mass Press (Lawrence H. Streicher), 43:211-20

Foreign News in U.S. and English Daily Newspapers: A Comparison (Jim A. Hart), 43:443-8

Latin America

Content Analysis of News in Three Argentine Dailies (Paul R. Hoopes), 43:534-7

How CIESPAL Seeks to Improve Latin American Journalism (J. Laurence Day), 43:525-30

Middle East

Factors in Social Control of the Press in Lebanon (Baha Abu-Laban), 43:510-8

U.S.S.R.

U.S. News in the Soviet Press (Nancy C. Jones), 43:687-96

U.S.-Soviet Magazine Propaganda: *America Illustrated* and *USSR* (Anita Mallinckrodt Dasbach), 43:73-84

FREEDOM OF THE PRESS

Press Freedom and Political Structure (Bruce A. Nord), 43:531-4

GOVERNMENT AND PRESS

General

The Washington Correspondents: Why Do Some "Drop Out"? (Neil V. McNeil), 43:257-63

Governmental Agencies, U.S.

Press-Government Relationships: State and H-E-W Departments (Edward M. Glick), 43:49-56

Local Government, U.S.

Government Public Relations and the Press in Michigan (Gerald J. Keir), 43:551-2

Local Government Referenda and Paid Advertising (Gene Rebcook), 43:505-9

Press and the President

Bruce Barton—Presidential Stage Manager (Robert L. Bishop), 43:85-9

The Johnson Press Relations Style (Elmer E. Cornwell Jr.), 43:3-10

Truman and the Press Conference (A. L. Lorenz Jr.), 43:671-9

HISTORY AND BIOGRAPHY

General

The Nation's First Public Relations Firm (Scott M. Cutlip), 43:269-80

Biographies

(Field) Eugene Field: Pioneer "Colyumist," Managing Editor and Poet (Walter Stewart), 43:57-66

(Goddard) Chasing Goddard: Episodes in the Genesis of Biography (Robert Watters), 43:231-8
(Lawson) Victor Lawson and the Chicago *Weekly News*: A Defeat (Donald J. Abramoske), 43:43-8
(Lee) Ivy Lee and Rockefeller Press Relations (Ray Eldon Hiebert), 43:327-31
(Mahony) The Copperhead Days of Dennis Mahony (Robert K. Thorp), 43:680-7

Foreign

David Low and the Mass Press (Lawrence H. Streicher), 43:211-20

Legal

Congressional History of the 1798 Sedition Law (John D. Stevens), 43:247-56

Magazine

America's Magazine Missionaries of Culture (James Steel Smith), 43:449-58
Muckrakers—Then and Now (Louis G. Geiger), 43:469-76

Newspaper, General

The American Press and the Death of Napoleon (Donald D. Horward and William Warren Rogers), 43:715-21
The War of the Worlds in the Yellow Press, (David Y. Hughes), 43:639-46

Newspapers, U.S., State and City

A Brief Look at New Jersey's Prosperous Daily Press (Richard F. Hixson), 43:765-9

INTERNATIONAL COMMUNICATIONS

General

How CIESPAL Seeks to Improve Latin American Journalism (J. Laurence Day), 43:525-30
International Affairs and the American Newspaper Guild (Sam Kuczun), 43:655-64

Foreign

Factors in Social Control of the Press in Lebanon (Baha Abu-Laban), 43:510-8

Research

Identifying Regional "Systems" in National Development Research (R. Vincent Farace), 43:753-60
Press Freedom and Political Structure (Bruce A. Nord), 43:531-4
Soviet Journalism and the Assimilation of Science (Richard Bayley), 43:733-8
A Study of Mass Communication and National Development (R. Vincent Farace), 43:305-13

JOURNALISM QUARTERLY

Financial Report, 43:198
Letters from Readers, 43:208; 622-3; 832
News Notes (Gene Gilmore, ed.), 43:199-206; 405-16; 612-22; 818-31

LAW

Courts and Press

Prejudicial Publicity: Its Effect on Law School Mock Juries (F. Gerald Kline and Paul H. Jess), 43:113-6
Pretrial Publicity and Juror Prejudice (Mary Dee Tans and Steven H. Chaffee), 43:647-54

Legislation

Congressional History of the 1798 Sedition Law (John D. Stevens), 43:247-56
Open Meeting Laws Violated in California (Don D. Horine), 43:555-7

Libel

Criminal Libel as Seditious Libel, 1916-65 (John D. Stevens, Robert L. Bailey, Judith F. Krueger and John M. Mollwitz), 43:110-1

MAGAZINES AND MAGAZINE WRITING

General

A Study of Occupational Advice for Women in Magazines (Peter Clarke and Virginia Esposito), 43:477-85
U.S.-Soviet Magazine Propaganda: *America Illustrated* and *USSR* (Anita Mallinckrodt Tasbach), 43:73-84

History

America's Magazine Missionaries of Culture (James Steel Smith), 43:449-58

Research

Attitude Scaling of Magazine Statements (F. Donald Yost), 43:126-9
Role Distance in Negro and Majority Fiction (F. Earle Barcus and Jack Levin), 43:709-14

METHODOLOGY—RESEARCH

Attitude Scaling of Magazine Statements (F. Donald Yost), 43:126-9
An Empirical Test of the Role of Pertinence in Attitude Change (Ivan L. Preston), 43:239-46 (see also 43:622, 832)
Headline-and-Lead Scanning vs. Whole-Item Reading in Newspaper Content Analysis (Jack B. Haskins), 43:333-5
It isn't ETAOIN SHRDLU; It's ETAONI RSHDLC (Irving E. Fang) 43:761-2
Media Use and Believability: Some Multiple Correlates (Bradley S. Greenberg), 43:665-70
Open- and Closed-Mindedness and Cognitive Conflict (Robert J. Mertz, Gerald R. Miller and Lee Ballance), 43:429-33
Role Distance in Negro and Majority Fiction (F. Earle Barcus and Jack Levin), 43:709-14

NEWS

Regularities in the Diffusion of Two Major News Events (Richard W. Budd, Malcolm S. MacLean Jr. and Arthur M. Barnes), 43:221-30

NEWSPAPER MANAGEMENT AND PRODUCTION

Second Class Postal Rates and Newspapers (Thomas F. Koerner), 43:544-7

PRESS ASSOCIATIONS

United States

Decision-Making by Telegraph Editors—AP or UPI? (B. H. Liebes), 43:434-42
Studying the American Press: The Walter Jenkins Case (Edward P. Levine), 43:493-6
Trends in U.S. Newspapers' Wire Service Resources, 1934-66 (Richard A. Schwarzlose), 43:627-38

PRESS PERFORMANCE

General

Muckrakers—Then and Now (Louis G. Geiger), 43:469-76

Newspaper

The American Press and the Death of Napoleon (Donald D. Horward and William Warren Rogers), 43:715-21

British and U.S. Newspaper Coverage of the Bolshevik Revolution (Elisabeth Hupp Schillinger), 43:10-16

Chicago *Tribune* Cartoons During and After the McCormick Era (Robert A. Rothman and Donald W. Olmsted), 43:67-72

The "Education Beat" on 52 Major Newspapers (Charles T. Duncan), 43:336-8

The Explosive New Demand for Business News (Timothy Wm. Hubbard), 43:703-8

Foreign News in U.S. and English Daily Newspapers: A Comparison (Jim A. Hart), 43:443-8

An Inquiry into the Meaning of "Social Responsibility" (J. Daniel Hess), 43:325-7

Press-Government Relationships: State and H-E-W Departments (Edward M. Glick), 43:49-56

Studying the American Press: The Walter Jenkins Case (Edward P. Levine), 43:493-6

Two Gemini Space Flights in Two Metropolitan Dailies (Hillier Krieghbaum), 43:120-1

The War of the Worlds in the Yellow Press, (David Y. Hughes), 43:639-46

Political Coverage

The Columnists Look at Lindsay (Donald R. Shanor), 43:287-90

PRESS AND SOCIETY

An Approach to the Study of Mass Communications within a State (Lewis Donohew and Robert K. Thorp), 43:264-8

The Public View of the Weekly Newspaper's Leadership Role (Alex S. Edelstein and Joseph J. Contris), 43:17-24

PROPAGANDA

Editor for Sale—A World War II Case History (Joseph L. Morrison), 43:34-42

U.S. News in the Soviet Press (Nancy C. Jones), 43:687-96

U.S.-Soviet Magazine Propaganda: *America Illustrated* and *USSR* (Anita Mallinckrodt Dasbach), 43:73-84

PUBLIC OPINION AND PROPAGANDA

Political

How Effective Is the Protest Advertisement? (J. David Colfax), 43:697-702

PUBLIC RELATIONS

Government Public Relations and the Press in Michigan (Gerald J. Keir), 43:551-2

Ivy Lee and Rockefeller Press Relations (Ray Eldon Hiebert), 43:327-31

The Nation's First Public Relations Firm (Scott M. Cutlip), 43:269-80

Press-Government Relationships: State and H-E-W Departments (Edward M. Glick), 43:49-56

A Profile of Kent State PR Practitioners (William Taylor), 43:133-4

Space Flight News: NASA's Press Relations and Media Reaction (Louis Alexander), 43:722-8

RADIO

General

Editorial Practices of 107 Midwest Radio Stations (Bill Ohlemeier), 43:555

RELIGION

The Catholic Press: Parochialism to Professionalism (Edward Wakin), 43:117-20

Journalism Education in Small Protestant Colleges (Ruth M. Eshenaur), 43:558-60

REPORTING

Decision-Making by a Reporter Under Deadline Pressure (David L. Grey), 43:419-28

The "Education Beat" on 52 Major Newspapers (Charles T. Duncan), 43:336-8

The Explosive New Demand for Business News (Timothy Wm. Hubbard), 43:703-8

Hemingway as Reporter: an Unknown News Story (William White), 43:538-42

Reporting from Africa: A Correspondent's View (Russell Warren Howe), 43:314-8

SCIENCE AND SCIENCE WRITING

Space Flight News: NASA's Press Relations and Media Reaction (Louis Alexander), 43:722-8

Two Gemini Space Flights in Two Metropolitan Dailies (Hillier Krieghbaum), 43:120

TELEVISION

TV News Operations in a Two-Station Market (Robert V. Hudson), 43:542-4

Visual Aspects of Television News: Communicator, Message, Equipment (R. Smith Schuneman), 43:281-6

WAR AND PRESS

Civil War, U.S.

The Copperhead Days of Dennis Mahony (Robert K. Thorp), 43:680-7

World War II

Editor for Sale—A World War II Case History (Joseph L. Morrison), 43:34-42

Author Index

ABRAMOSKE, DONALD J., Victor Lawson and the Chicago *Weekly News*: A Defeat, 43: 43-8

ABU-LABAN, BAHA, Factors in Social Control of the Press in Lebanon, 43:510-8

ADAMS, JOHN B., What the Foreign Correspondent Does for a Newspaper's Readers, 43:300-4

ALEXANDER, LOUIS, Space Flight News: NASA's Press Relations and Media Reaction, 43:722-8

ANAST, PHILIP, Personality Determinants of Mass Media Preferences, 43:729-32

ATWOOD, L. ERWIN, The Effects of Incongruity Between Source and Message Credibility, 43:90-4

—Effects of Source and Message Credibility on Writing Style, 43:464-8

BAILEY, ROBERT L. See under STEVENS, J.

BALLANCE, LEE. See under MERTZ, R.

BARCUS, F. EARLE, and LEVIN, JACK, Role Distance in Negro and Majority Fiction, 43: 709-14

BARNES, ARTHUR M. See under BUDD, R.

BAYLEY, RICHARD, Soviet Journalism and the Assimilation of Science, 43:733-8

BETH, ELMER, F., Official Minutes of the 1965 AEJ Convention, 43:182-95

BISHOP, ROBERT L., Bruce Barton—Presidential Stage Manager, 43:85-9

BLUM, ELEANOR, comp., Other Books and Pamphlets on Journalistic Subjects, 43:166-9; 373-6; 593-8; 796-800

BORNHOLDT, JOHN N., JR., Should the Student Press Be More Serious?, 43:560-2

BRANDNER, LOWELL and SISTRUNK, JOAN, The Newspaper: Molder or Mirror of Community Values?, 43:497-504

BRYAN, CARTER R., The Press System of Yugoslavia: Communism with a Difference, 43: 291-9

BUDD, RICHARD W., MACLEAN, MALCOLM S., JR., and BARNES, ARTHUR M., Regularities in the Diffusion of Two Major News Events, 43:221-30

CHAFFEE, STEVEN H. See under TANS, M.

CLARKE, PETER and ESPOSITO, VIRGINIA, A Study of Occupational Advice for Women in Magazines, 43:477-85

COLFAX, J. DAVID, How Effective Is the Protest Advertisement?, 43:697-702

CONTRIS, JOSEPH J. See under EDELSTEIN, A.

CORNWELL, ELMER E. JR., The Johnson Press Relations Style, 43:3-9

CUTLIP, SCOTT M., The Nation's First Public Relations Firm, 43:269-80

DASBACH, ANITA MALLINCKRODT, U.S.-Soviet Magazine Propaganda: *America Illustrated* and *USSR*, 43:73-84

DAY, J. LAURENCE, How CIESPAL Seeks to Improve Latin American Journalism, 43: 525-30

DEVOL, KENNETH S., Editorial Policies Governing College Dailies, 43:345-7

DONOHEW, LEWIS and THORP, ROBERT K., An Approach to the Study of Mass Communications within a State, 43:264-8

DUNCAN, CHARLES T., The "Education Beat" on 52 Major Newspapers, 43:336-8

EDELSTEIN, ALEX S. and CONTRIS, JOSEPH J., The Public View of the Weekly Newspaper's Leadership Role, 43:17-24

ESHENAUR, RUTH M. Journalism Education in Small Protestant Colleges, 43:558-60

ESPOSITO, VIRGINIA. See under CLARKE, P.

EVANS, JAMES F., Agricultural News in Illinois Daily Newspapers, 43:124-6

FANG, IRVING E., It Isn't ETAOIN SHRDLU; It's ETAONI RSHDLC, 43:761-2

FARACE, R. VINCENT, Identifying Regional "Systems" in National Development Research, 43:753-60

—A Study of Mass Communication and National Development, 43:305-13

GAUMER, F. T., Public Affairs Reporting: the Professionals Speak, 43:130-2

GEIGER, LOUIS G., Muckrakers—Then and Now, 43:469-76

GILLMOR, DONALD M., ed., A Selected Annotated Bibliography from U.S. and Foreign Journals, 43:170-81; 391-403; 599-612; 801-16

GILMORE, GENE, ed., News Notes, 43:199-206; 405-16; 613-22; 818-31

GLICK, EDWARD M., Press-Government Relationships: State and H-E-W Departments, 43:49-56

GREENBERG, BRADLEY S., Media Use and Believability: Some Multiple Correlates, 43: 665-70

—and RAZINSKY, EDWARD L., Some Effects of Variations in Message Quality, 43:486-92

GREY, DAVID L., Decision-Making by a Reporter Under Deadline Pressure, 43:419-28

HARDT, HANNO and WHITE, MICHAEL, Front Page News Similarities in A.M. and P.M. Papers, 43:552-5

HART, JIM A., Foreign News in U.S. and English Daily Newspapers: A Comparison, 43: 443-8

HARTMAN, BARRIE. See under RARICK, G.

HASKINS, JACK B., Headline-and-Lead Scanning vs. Whole-Item Reading in Newspaper Content Analysis, 43:333-5

HESS, J. DANIEL, An Inquiry into the Meaning of "Social Responsibility", 43:325-7

HIEBERT, RAY ELDON, Ivy Lee and Rockefeller Press Relations, 43:327-31

HIRSCHMANN, EDWIN, The Problems of the Press in Multilingual Bombay, 43:519-24

HIXSON, RICHARD F., A Brief Look at New Jersey's Prosperous Daily Press, 43:765-9

HOOPES, PAUL R., Content Analysis of News in Three Argentine Dailies, 43:534-7

HORINE, DON D., How Principals, Advisers and Editors View the High School Newspaper, 43:339-45

—Open Meeting Laws Violated in California, 43:555-7

HORWARD, DONALD D. and ROGERS, WILLIAM WARREN, The American Press and the Death of Napoleon, 43:715-21

HOWE, RUSSELL WARREN, Reporting from Africa: A Correspondent's View, 43:314-8

HUBBARD, TIMOTHY WM., The Explosive New Demand for Business News, 43:703-8

HUDSON, ROBERT V., TV News Operations in a Two-Station Market, 43:542-4

HUGHES, DAVID Y., *The War of the Worlds* in the Yellow Press, 43:639-46

JESS, PAUL H. See under KLINE, F.

JONES, NANCY C., U.S. News in the Soviet Press, 43:687-96

KEIR, GERALD J., Government Public Relations and the Press in Michigan, 43:551-2

KLIESCH, RALPH E. See under STEMPEL, G.
KLINE, F. GERALD and JESS, PAUL H., Prejudicial Publicity: Its Effect on Law School Mock Juries, 43:113-6
KOERNER, THOMAS F., Second Class Postal Rates and Newspapers, 43:544-7
KRIEGHBAUM, HILLIER, Two Gemini Space Flights in Two Metropolitan Dailies 43:120-1
KRUEGER, JUDITH F. See under STEVENS, J.
KUCZUN, SAM, International Affairs and the American Newspaper Guild, 43:655-64
LEAB, DANIEL J., Dulles at the Brink: Some Diverse Reactions from 10 Years Ago, 43: 547-50
LEMERT, JAMES B., Two Studies of Status Conferral, 43:25-33
LENT, JOHN A., The Press of the Philippines: Its History and Problems, 43:739-52
LEVIN, JACK. See under BARCUS, F.
LEVINE, EDWARD P., Studying the American Press: The Walter Jenkins Case, 43:493-6
LIEBES, B. H., Decision-Making by Telegraph Editors—AP or UPI?, 43:434-42
LIU, ALAN P. L., Movies and Modernization in Communist China, 43:319-24
LORENZ, A. L. JR., Truman and the Press Conference, 43:671-9
MACLEAN, MALCOLM S., JR., co-ed., Book Reviews, 43:135-65; 348-73; 564-93; 773-96
—See under BUDD, R.
MCALLISTER, WILLIAM H., III, The Effects of Bylines on News Story Credibility, 43:331-3
MCNEIL, NEIL V., The Washington Correspondents: Why Do Some "Drop Out"?, 43:257-63
MERRILL, JOHN C., co-ed., A Selected Annotated Bibliography from U.S. and Foreign Journals, 43:170-81; 391-403; 599-612; 801-16
MERTZ, ROBERT J., MILLER, GERALD R. and BALLANCE, LEE, Open- and Closed-Mindedness and Cognitive Conflict, 43:429-33
MILLER, GERALD R. See under MERTZ, R.
MOLLWITZ, JOHN M. See under STEVENS, J.
MOND, GEORGE, and RICHTER, R., Writers and Journalists: A Pressure Group in East European Politics, 43:95-106
MORRISON, JOSEPH L., Editor for Sale—A World War II Case History, 43:34-42
NIXON, RAYMOND B., ed., International Communications, Vol. 43, Nos. 1-4
NORD, BRUCE A., Press Freedom and Political Structure, 43:531-4
OHLEMEIER, BILL, Editorial Practices of 107 Midwest Radio Stations, 43:555
OLMSTED, DONALD W. See under ROTHMAN, R.
OTON, ESUAKEMA UDO, The Training of Journalists in Nigeria, 43:107-9
PICKETT, CALDER M., comp., Report on 1965 Graduate Research in Journalism and Communication, 43:377-90
PRESTON, IVAN L., An Empirical Test of the Role of Pertinence in Attitude Change, 43: 239-46
PRICE, F. J., Journalism Enrollments for 1966, 43:818-21
PRICE, WARREN C., ed., Book Reviews, 43: 135-65; 348-73; 564-93; 773-96
RARICK, GALEN, and HARTMAN, BARRIE, The Effects of Competition on One Daily Newspaper's Content, 43:459-63
RAZINSKY, EDWARD L. See under GREENBERG, B.
REBCOOK, GENE, Local Government Referenda and Paid Advertising, 43:505-9
RICHTER, R. See under MOND, G.
ROGERS, WILLIAM W. See under HORWARD, D.
ROSS, JOHN. See under STAMM, K.
ROTHMAN, ROBERT A. and OLMSTED, DONALD W., Chicago *Tribune* Cartoons During and After the McCormick Era, 43:67-72
SCHILLINGER, ELISABETH HUPP, British and U.S. Newspaper Coverage of the Bolshevik Revolution, 43:10-16
SCHUNEMAN, R. SMITH, Visual Aspects of Television News: Communicator, Message, Equipment, 43:281-6
SCHWARZLOSE, RICHARD A., Trends in U.S. Newspapers' Wire Service Resources, 1934-66, 43:627-38
SHANOR, DONALD R., The Columnists Look at Lindsay, 43:287-90
SIM, JOHN CAMERON, Decline in Weeklies' Numbers Starts from Misleading Peak, 43: 121-4
SISTRUNK, JOAN. See under BRANDNER, L.
SMITH, JAMES STEEL, America's Magazine Missionaries of Culture, 43:449-58
STAMM, KEITH and ROSS, JOHN, The Rationality of Opinions on a Controversy in Conservation, 43:762-5
STEMPEL, GUIDO H., III, and KLIESCH, RALPH E., Which Readers Are Reached if a Paper Expands Coverage?, 43:335-6
STEVENS, JOHN D., Congressional History of the 1798 Sedition Law, 43:247-56
STEVENS, JOHN D., BAILEY, ROBERT L., KRUEGER, JUDITH F., and MOLLWITZ, JOHN M., Criminal Libel as Seditious Libel, 1916-65, 43:110-13
STEWART, WALTER, Eugene Field: Pioneer "Colyumist," Managing Editor and Poet, 43:57-66
STREICHER, LAWRENCE H., David Low and the Mass Press, 43:211-20
TANS, MARY DEE, and CHAFFEE, STEVEN H., Pretrial Publicity and Juror Prejudice, 43: 647-54
TAYLOR, WILLIAM A Profile of Kent State PR Practitioners, 43:133-4
THORP, ROBERT K., The Copperhead Days of Dennis Mahony, 43:680-6
—See under DONOHEW, L.
WATTERS, ROBERT, Chasing Goddard: Episodes in the Genesis of Biography, 43:231-8
WAKIN, EDWARD, The Catholic Press: Parochialism to Professionalism, 43:117-20
WHITE, MICHAEL. See under HARDT, H.
WHITE, WILLIAM, Hemingway as Reporter: an Unknown News Story, 43:538-42
WILSON, C. EDWARD, Why Canadian Newsmen Leave Their Papers, 43:769-72
YOST, F. DONALD, Attitude Scaling of Magazine Statements, 43:126-9

Book Reviews

ADAMS, CHARLES F., Common Sense in Advertising (Jack D. Ewan), 43:350

ALDRIDGE, ALFRED O., Benjamin Franklin (John M. Harrison), 43:569

ASHLEY, PAUL P., Say It Safely, 3rd ed. (Lucas G. Staudacher), 43:585

ASSOCIATED PRESS, The World in 1965 (Edwin Emery), 43:358

BAKER, RUSSELL, All Things Considered (Calder M. Pickett), 43:358

BANKS, SEYMOUR, Experimentation in Marketing (Kenward L. Atkin), 43:351

BANNISTER, HARRY, Education of a Broadcaster (Donald E. Brown), 43:142

BERELSON, BERNARD and JANOWITZ, MORRIS, eds., Reader in Public Opinion and Communications, 2nd ed. (Edwin B. Parker), 43:154

BERNAYS, EDWARD L., Biography of an Idea (Curtis D. MacDougall) 43:143

BLALOCK, HUBERT M., JR., Casual Inferences in Nonexperimental Research (Verling C. Troldahl), 43:137

BOROFF, DAVID, ed., One Hundredth Anniversary Issue of the *Nation* (Theodore Peterson), 43:144

BORSHUKOV, GEORGI, History of Bulgarian Journalism, 1844-1885 (Dafin Todorov), 43:578

BOVEE, WARREN G., Magazine Editor-Writer Relationship (Linda W. Hausman), 43:583

BRADDON, RUSSELL, Roy Thomson of Fleet Street (Warren C. Price), 43:353

BRANT, IRVING, The Bill of Rights (Harold L. Nelson), 43:361

BRIDGMAN, RICHARD, The Colloquial Style in America (Irving Rosenthal), 43:582

BRIGGS, ASA, The History of Broadcasting in the United Kingdom, Vol. II (Burton Paulu), 43:370

BRITT, STEUART HENDERSON, Consumer Behavior and the Behavioral Sciences (John W. Crawford), 43:778

BRUCE, HELEN F., Your Guide to Photography (Ralph L. Sellmeyer), 43:152

BURKETT, DAVID WARREN, Writing Science News for the Mass Media (James D. B. O'Toole), 43:580

BUSH, CHILTON R., ed., News Research for Better Newspapers (Galen R. Rarick), 43:778

CAPOTE, TRUMAN, In Cold Blood (Richard F. Hixson), 43:372

CARTY, JAMES W., JR., Advertising the Local Church (Robert Root), 43:779

CHARNLEY, MITCHELL V., Reporting, 2nd ed. (Fred S. Siebert), 43:581

CHILDS, HARWOOD L., Public Opinion (David Host), 43:366

CHOUKAS, MICHAEL, Propaganda Comes of Age (Alex S. Edelstein), 43:159

CHRISTMAN, HENRY M., ed., One Hundred Years of the *Nation* (Theodore Peterson), 43:144

CLAUSSE, ROGER, Les Nouvelles (Don R. Browne), 43:136

CLAY, ROBERTA, The College Newspaper (Verne E. Edwards Jr.), 43:151

CLEWS, JOHN C., Communist Propaganda Techniques (Alex Edelstein), 43:159

COONRADT, FREDERIC C., The Negro News Media and the Los Angeles Riots (Armistead S. Pride), 43:368

CRANE, EDGAR, Marketing Communications (Arnold M. Barban), 43:141

CRAWFORD, JOHN W., Advertising, 2nd ed. (R. Max Wales), 43:564

CULLEN, TOM A., When London Walked in Terror (Walter Gieber), 43:165

DAVIDSON, W. PHILLIPS, International Political Communication (John B. Adams), 43:356

DAY, A. GROVE, ed., Mark Twain's Letters from Hawaii (Robert Root), 43:793

DIZARD, WILSON P., Television: A World View (Harry J. Skornia), 43:371

DOMBROWSKI, ERICH, KRAUS, EMIL and SCHRAMM, KURT, eds., Wie es war (Dorothea S. Michelman), 43:580

EDELSTEIN, ALEX S., Perspectives in Mass Communication (Chilton R. Bush), 43:564

EISENSTADT, S. N., Essays on Comparative Institutions (Alex S. Edelstein), 43:138

EMERY, EDWIN, ed., The Story of America as Reported by Its Newspapers, 1690-1965 (Kenneth Stewart), 43:146

ESTRIN, HERMAN A. and SANDERSON, ARTHUR M., eds., Freedom and Censorship of the College Press (Norris G. Davis), 43:585

FARBEROW, NORMAN L., Taboo Topics (Bradley S. Greenberg), 43:592

FEININGER, ANDREAS, The Complete Photographer (Bernard Freemesser), 43:793

FELSHER, HOWARD and ROSEN, MICHAEL, The Press in the Jury Box (J. Edward Gerald), 43:363

FISCHER, HEINZ-DIETRICH, Die grossen Zeitungen: Porträts der Weltpresse (John C. Merrill), 43:357

GILLMOR, DONALD M., Free Press and Fair Trial, (W. A. Hachten), 43:789

GOULDEN, JOSEPH C., The Curtis Caper (Theodore Peterson), 43:152

GREENBERG, BRADLEY S. and PARKER, EDWIN B., eds., The Kennedy Assassination and the American Public (Wayne A. Danielson), 43:138

GUTHRIE, A. B., JR., The Blue Hen's Chick (Warren J. Brier), 43:147

HALL, EDWARD T., The Hidden Dimension (James H. Campbell), 43:349

HART, JAMES D., ed., The Oxford Companion to American Literature, 4th ed. (Karl F. Zeisler), 43:148

HEALY, PAUL F., Cissy (Calder M. Pickett), 43:780

HENNESSY, BERNARD C., Public Opinion (Hideya Kumata), 43:156

HIEBERT, RAY ELDON, Courtier to the Crowd: The Life Story of Ivy Lee (Frederic E. Merwin), 43:782

—ed., The Press in Washington (H. Eugene Goodwin), 43:587

HOGE, ALICE ALBRIGHT, Cissy Patterson (Calder M. Pickett), 43:566

HOHENBERG, JOHN, The New Front Page (Scott M. Cutlip), 43:359

KAHN, E. J. JR., The World of Swope (John E. Stempel), 43:353

KAPLAN, ABRAHAM, The Conduct of Inquiry (Edwin B. Parker), 43:139

KAROLEVITZ, ROBERT F., Newspapering in the Old West (Robert Rhode), 43:150

KINDRED, LESLIE W., Communication Re-

search and School-Community Relations (Jack M. McLeod), 43:139
KING, C. RICHARD, Wagons East (John R. Whitaker), 43:354
KNIGHT, OLIVER, ed., I Protest: Selected Disquisitions of E. W. Scripps (Warren C. Price), 43:571
KONVITZ, MILTON R., ed., Bill of Rights Reader, 3rd ed. (Penn Kimball), 43:362
LANE, ROBERT E. and SEARS, DAVID O., Public Opinion (Hideya Kumata), 43:156
LIPPMANN, WALTER, Conversations with Walter Lippmann (John L. Hulteng), 43:588
LYONS, EUGENE, David Sarnoff: A Biography (Walter B. Emery), 43:783
LYONS, LOUIS M., ed., Reporting the News (Edwin Emery), 43:142
MACCAMPBELL, DONALD, Writing for Publication (Warren G. Bovee), 43:583
MACCRACKEN, HENRY NOBLE, Prologue to Independence (H. L. Smith), 43:355
MACDOUGALL, CURTIS D., Gideon's Army, Vol. 1 (Warren C. Price), 43:157
MILENKOVITCH, MICHAEL M., The View from Red Square (John C. Merrill), 43:785
MINTZ, MORTON, The Therapeutic Nightmare (Hillier Krieghbaum), 43:368
MOLES, ABRAHAM, Information Theory and Esthetic Perception (Randall Harrison), 43:776
MOLLENHOFF, CLARK R., Despoilers of Democracy (M. V. Charnley), 43:369
MORISON, BRADLEY L., Sunlight on Your Doorstep: Minneapolis *Tribune's* First 100 Years (Edwin Emery), 43:785
MURRAY, GEORGE, The Madhouse on Madison Street (William H. Taft), 43:356
MURTHY, NADIG KRISHNA, Indian Journalism (John C. Merrill), 43:786
NAYLOR, THOMAS H., BALINTFY, JOSEPH L., BURDICK, DONALD S. and CHU, KONG, Computer Simulation Techniques (Norman Van Tubergen), 43:777
NELSON, ROY PAUL and FERRIS, BYRON, Fell's Guide to Commercial Art (Glenn Hanson), 43:566
NOLTE, WILLIAM H., H. L. Mencken, Literary Critic (C. T. Duncan), 43:790
NORINS, HANLEY, The Compleat Copywriter (Milton Gross), 43:565
OGILVY-WEBB, MARJORIE, The Government Explains (Scott M. Cutlip), 43:160
OLSON, KENNETH E., The History Makers (James W. Markham), 43:573
ONIONS, C. T., ed., The Oxford Dictionary of English Etymology (Roy H. Copperud), 43:788
PHILLIPS, CABELL, The Truman Presidency (Curtis D. MacDougall), 43:793
RAO, Y. V. LAKSHMANA, Communication and Development: A Study of Two Indian Villages (J. W. Markham), 43:575
REITMAN, WALTER R., Cognition and Thought (James H. Campbell), 43:140
RIVERS, WILLIAM L., The Opinionmakers (Ray Eldon Hiebert), 43:158
ROTHSTEIN, ARTHUR, Photojournalism, 2nd ed. (Clifton C. Edom), 43:365
RUBLOWSKY, JOHN, Pop Art (Roy Paul Nelson), 43:153
SANDAGE, C. H., ed., Occasional Papers in Advertising (James S. Barden), 43:780
SCOTT, WINFIELD TOWNLEY, ed., The Man With the Calabash Pipe: Oliver La Farge (W. E. Garets), 43:570
SELIGMAN, LESTER G. and CORNWELL, ELMER E., JR., eds., New Deal Mosaic (Robert L. Bishop), 43:161
SHAPIRO, MARTIN, Freedom of Speech (Fred S. Siebert), 43:586
SILBERMANN, ALPHONS, Bildschirm und Wirklichkeit (W. A. Hachten), 43:787
SIMON, RAYMOND, ed., Perspectives in Public Relations (James R. Young), 43:589
SKORNIA, HARRY J., Television and Society (Garnet R. Garrison), 43:163
SMITH, ALFRED G., ed., Communication and Culture: Readings (Walter Gieber), 43:774
STALLMAN, R. W. and HAGEMANN, E. R., eds., New York City Sketches of Stephen Crane (Bill G. Ward), 43:791
STEIN, M. L., Your Career in Journalism (Lester G. Benz), 43:151
STEINBERG, CHARLES S., ed., Mass Media and Communication (Merrill Samuelson), 43:775
STUCKEY, W. J., The Pulitzer Prize Novels (George S. Hage), 43:792
SUMMERS, ROBERT E. and SUMMERS, HARRISON B., Broadcasting and the Public (Don R. Browne), 43:794
SWALLOW, NORMAN, Factual Television (Rod Gelatt), 43:590
Teacher's Guide to High School Journalism (James B. Tucker), 43:360
TINKER, MILES A., Bases for Effective Thinking (Mark F. Guldin), 43:165
TOCH, HANS, The Social Psychology of Social Movements (James E. Alsbrook), 43:350
TOPENCHAROV, VLADIMIR, Bulgarian Journalism 1855-1903 (Dafin Todorov), 43:578
TORRE, MARIE, Don't Quote Me (A. L. Higginbotham), 43:164
URBAN, GEORGE R., ed., Scaling the Wall: Talking to Eastern Europe (William M. Shaffer), 43:162
WAINWRIGHT, CHARLES A., The Television Copywriter (Donald E. Brown), 43:592
WALDROP, FRANK C., McCormick of Chicago (Calder M. Pickett), 43:566
WEISBORD, MARVIN, ed., A Treasury of Tips for Writers (Roland E. Wolseley), 43:584
WHANNEL, PADDY and HALL, STUART, The Popular Arts (David J. Powell), 43:154
WILES, R. M., Freshest Advices (Robert S. Kahan), 43:577
WOLSELEY, ROLAND E., Understanding Magazines (Willis C. Tucker), 43:364
WRIGHT, JOHN S. and WARNER, DANIEL S., Advertising, 2nd ed. (R. Max Wales), 43:564